

WHAT IS CLAIMED IS:

1. A device setting support system which supports device setting of an information device purchased by a user, comprising:
 - a database which stores customer information of the user and device information representing a configuration of the information device, the customer information and the device information being registered to the database when the information device is purchased by the user; and
 - a service center terminal which sends device setting information including the customer information and the device information to the information device, wherein the information device receives the device setting information from the service center terminal and performs the device setting of its own based on the device setting information.
2. The device setting support system of claim 1, wherein the service center terminal is located at a service center and the service center is arranged in a site different from a site where the information device is located.
3. The device setting support system of claim 2, wherein the service center terminal comprises:
 - a customer accepting unit which connects to the information device via a toll-free telephone service when the information device is started.
4. The device setting support system of claim 3, wherein the service center terminal further comprises:
 - an information retrieving unit which retrieves the device setting information from the database by using authentication information corresponding to the user as a key.

5. The device setting support system of claim 4 further comprising:

a customer center terminal which is located at a customer center, wherein the customer center includes the database and the database further includes the authentication information.

6. The device setting support system of claim 5 further comprising:

a retail store terminal which is located at a retail store where the information device is purchased by the user, wherein the retail store terminal obtains the device setting information and notifies the user of the authentication information, and sends the device setting information and the authentication information to the database in the customer center terminal.

7. The device setting support system of claim 1, wherein the service center terminal sends advertisement information to the information device.

8. The device setting support system of claim 7, wherein the information device displays the received advertisement information in parallel with the performing of the device setting.

9. The device setting support system of claim 1, wherein the device setting information comprises the customer information including one of an address of the user, a name of the user, and a telephone number of the user, and the device information including an identifier of the information device.

10. The device setting support system of claim 9, wherein the device setting information comprises revision information about a revision of a software operating in the information device.

11. A device setting support system which supports device setting, comprising:

a retail store terminal which is located in a retail store and sends customer information identifying the user, device information identifying the information device, and authentication information used to authenticate the user, to a customer center terminal located at a customer center when the user purchases the information device at the retail store;

an information device which is objective of the device setting and sends device related data identifying the information device and the authentication information entered by the user to the customer center terminal when the information device is started at the user's site;

a customer center terminal collates the device information in the database with the received device related data and retrieves the device information and the customer information corresponding to the information device that the device setting is to be performed; and

a service center terminal which is located at a service center arranged in a site different from a site where the information device is located and sends the received device information, the received customer information, and advertisement information to the information device, wherein the information device performs the device setting based on the received device information and the received customer information, with displaying the received advertisement information.

12. A method of supporting a device setting of an information device purchased by a user in a device setting support system, comprising the steps of:

storing, at a retail store terminal located in a retail store, customer information identifying the user and device information identifying the information device to a database when the user purchases the information device at the retail store; and

performing, at the information device, the device setting of its own based on the customer information and the device information.

13. A method of supporting a device setting of an information device purchased by a user in a device setting support system, comprising the steps of:

sending, at a retail store terminal located in a retail store, customer information identifying the user, device information identifying the information device, and authentication information used to authenticate the user, to a customer center terminal located at a customer center when the user purchases the information device at the retail store;

sending, at the information device, device related data identifying the information device and the authentication information entered by the user to the customer center terminal when the information device is started at the user's site;

collating, at a customer center terminal, the device information in the database with the received device related data, and retrieving the device information and the customer information corresponding to the information device that the device setting is to be performed;

sending, at a service center terminal which is located at a service center arranged in a site different from a site where the information device is located, the received device information, the received customer information, and advertisement information to the information device; and

performing, at the information device, the device setting based on the received device information and the received customer information, with displaying the received advertisement information.

14. A recording medium readable by a computer, tangibly embodying a program of instructions executable by the computer to

perform a method of supporting a device setting of an information device purchased by a user in a device setting support system, comprising the steps of:

storing, at a retail store terminal located in a retail store, customer information identifying the user and device information identifying the information device to a database when the user purchases the information device at the retail store; and

performing, at the information device, the device setting of its own based on the customer information and the device information.

15. A computer data signal embodied in a carrier wave and representing a sequence of instructions which, when executed by a processor, cause the processor to perform a method of supporting a device setting of an information device purchased by a user in a device setting support system, comprising the steps of:

storing, at a retail store terminal located in a retail store, customer information identifying the user and device information identifying the information device to a database when the user purchases the information device at the retail store; and

performing, at the information device, the device setting of its own based on the customer information and the device information.

16. A program product comprising, computer readable instructions and a recording medium bearing the computer readable instructions, the instructions being adaptable to enable a computer to perform a method of supporting a device setting of an information device purchased by a user in a device setting support system, comprising the steps of:

storing, at a retail store terminal located in a retail store, customer information identifying the user and device information identifying the information device to a database when the user

purchases the information device at the retail store; and

performing, at the information device, the device setting of its own based on the customer information and the device information.